



Consumer & Industry Services  
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## Michigan Kicks Off Campaign to Decrease Underage Drinking *Introduces New Phone and Web Hotlines*

(LANSING) -- Michigan Liquor Control Chair Dan Gustafson together with Department of Consumer & Industry Services Director Kathy Wilbur, and key supporters today kicked off an ad campaign, website and toll free hotline aimed at reducing the number of alcohol sales to minors.

“This is an effort to discourage underage drinking and sales to minors,” said Dan Gustafson. “We think this campaign will support industry and other efforts to decrease teen alcohol use. We want to increase the peer pressure on parents, irresponsible vendors and teens by driving home the point that we all lose when kids buy booze.”

Research clearly shows that underage drinking has very serious and often deadly consequences including increased assaults, vandalism, homicides, suicides, teen pregnancies and sexually transmitted diseases.

“Underage drinking causes problems now and leads to more problems later,” said Kathy Wilbur. “This message underscores that the state and responsible vendors can’t do this alone, we need parents to help by calling the hotline or logging onto the website. Together we can change the culture.”

The **WE ALL LOSE WHEN KIDS BUY BOOZE!** campaign consists of a pilot placement of commercials in the Lansing and Jackson media markets and a statewide distribution of radio, television and billboard public service announcements (PSAs).

“We all win if our efforts against underage drinking produce happier, healthier teenagers,” said Gustafson.

The toll free hotline (1-866-893-2121) is answered by LCC Enforcement Division staff during normal business hours where callers will be asked to report the licensee name (if known), business name, address, and nature of the complaint. Concerned citizens can also submit information via the Internet at [www.reportunder21.com](http://www.reportunder21.com). The complainant’s contact information will be held in the strictest confidentiality.

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